

## **Exhibit O**

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**From:** Luciano Castro <[luciano@reachmg.com](mailto:luciano@reachmg.com)>  
**Date:** Friday, October 12, 2012 2:45 PM  
**To:** Rick Hoeye <[rick@reachmg.com](mailto:rick@reachmg.com)>, Roger Dowd <[roger@reachmg.com](mailto:roger@reachmg.com)>  
**Subject:** FW: IMPORTANT: Mobile Marketing Compliance

**Luciano Castro Jr**  
Affiliate Manager



O. 404. 949.3189 | D. 404.949.3120 | F. 404.949.3123  
3715 Northside Parkway. Building 100 | Suite 300 | Atlanta, Georgia 30327

luciano@reachmg.com | <http://www.reachmediagroup.com>



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**From:** Roger Dowd [<mailto:roger@reachmg.com>]  
**Sent:** Saturday, August 25, 2012 8:09 AM  
**To:** Luciano Castro  
**Subject:** Re: IMPORTANT: Mobile Marketing Compliance

Approved

Sent from my iPad

On Aug 24, 2012, at 6:26 PM, "Luciano Castro" <[luciano@reachmg.com](mailto:luciano@reachmg.com)> wrote:

Currently this is 184 characters they need them to be at 160. This was there proposal just removing the No Credit part. And adding this link.

US lenders are offering cash loans up to \$1,000 deposited within 24hrs. BAD CREDIT OK! Secure the money today by applying now on your phone at [www.bit.ly/B2eW4](http://www.bit.ly/B2eW4)

**Luciano Castro Jr**

Affiliate Manager

<image001.jpg>

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3715 Northside Parkway. Building 100 | Suite 300 | Atlanta, Georgia 30327

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<image002.jpg> <image003.jpg> <image004.jpg>

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**From:** RMG Roger [<mailto:roger@reachmg.com>]  
**Sent:** Friday, August 24, 2012 6:22 PM  
**To:** Luciano Castro  
**Subject:** Re: IMPORTANT: Mobile Marketing Compliance

Roger Dowd  
President / CEO

D.404.949.3121  
F.404.949.3123

REACH Media Group

3715 Northside Parkway  
Building 100 | Suite 300  
Atlanta | Georgia | 30327

[roger@reachmg.com](mailto:roger@reachmg.com) [www.reachmediagroup.com](http://www.reachmediagroup.com)

On Aug 24, 2012, at 6:02 PM, "Luciano Castro" <[luciano@reachmg.com](mailto:luciano@reachmg.com)> wrote:

**From:** Rick Hoeye [<mailto:rick@reachmg.com>]  
**Sent:** Friday, August 24, 2012 5:42 PM  
**To:** [951ryan@gmail.com](mailto:951ryan@gmail.com)  
**Cc:** Luciano Castro  
**Subject:** Re: IMPORTANT: Mobile Marketing Compliance

This is what we need to use.

**US lenders are offering cash loans up to \$1,000 deposited within 24hrs. NO credit, BAD CREDIT OK!! Secure the money today by applying right now on your phone at [cashadvancediamond.com](http://cashadvancediamond.com)**

(or use click here in place of the [cashadvancediamond.com](http://cashadvancediamond.com))

Please let Kyle know as well.

Rick